

Improving Quality from Outsourcing in Real Estate

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SUMMARY

Outsourcing is commonly found in public and private sector in most economies today. The common reasons of both sectors to execute outsourcing are related to restructuring, technology change, increasing competitiveness, benchmarking results, and cost reduction. Indeed, outsourcing has an array of advantages and disadvantages.

When the original Public Rental Housing (PRH) tenants purchase their living flat under the Tenants Purchase Scheme (TPS), they become the owner of the flat. Upon becoming owners, they would expect higher performance in Estate Management and Maintenance Services (EMMS), yet it matters whether Customer Services Quality (CSQ) would be significantly affected due to outsourcing.

This research aims to study whether the CSQ in EMMS will be continuously improved after outsourcing to Non-government Property Management Companies (NPMC) through quantitative approach by sending structured questionnaires to the owners/occupants of a designated TPS estate. The data solicited will be analysed statistically, with the aid of graphical charts for better presentation to readers.